

## REMARKS/ARGUMENTS

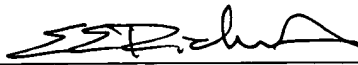
Claims 1, 2, 5, 7, 10, 12, 13, 14, 16-18, 21, 23, 24, 27 and 28 stand rejected under 35 U.S.C. § 103 in view of U.S. Patent 6,996,556 (Boger) in view of "Web Mining for Web Personalization" (Eirinaki). Claims 3, 4, 6, 8, 9, 11, 15, 19, 20, 22, 25, and 26 stand rejected under 35 U.S.C. § 103 over Boger in view of Eirinaki and U.S. Patent 6,317,869 (Adl-Tabatabai). Finally, claims 17 and 28 stand rejected under 35 U.S.C. § 103 over Boger in view of Eirinaki and U.S. Patent 5,806,029 (Buhrke).

Independent claims 1, 13, 18, and 24 have been amended. Support for these amendments may be found in the Specification at, for example, the following locations: p. 1, lines 20-25, p. 2, lines 2-12, p. 4, lines 4-8, p. 6, lines 16-26, p. 7, lines 1-7, p. 8, lines 14-26, p. 9, lines 1-2, p. 13, lines 1-7, p. 14, lines 15-23. Claims 3, 6, 14, 19, 21, and 25 are cancelled. As the cited references, alone or in any combination with one another, neither teach or suggest the recited subject matter of the pending claims, it is respectfully submitted that the independent claims and all the claim depending therefrom are patentable.

The application is believed to be in condition for allowance and the Examiner's prompt action in accordance therewith is respectfully requested. The Commissioner is authorized to charge any additional fees or credit any overpayment to Deposit Account No. 20-1504.

Respectfully submitted,

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